



**MARKETING MIX INFLUENCE ON
FOOD TRUCK ACCEPTANCE AMONG
UNIVERSITY STUDENTS**

By,

NUR AIN BINTI MOHD HUSNI

2017130323

SITI NOR AZLINDA BINTI MAT RIPIN

2017734213

**BACHELOR OF SCIENCE (HONS) FOODSERVICE
MANAGEMENT
FACULTY OF HOTEL AND TOURISM
MANAGEMENT**

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ABSTRACT

The trend of food truck business is becoming more popular among Malaysians. Food truck vendors is the famous trend place that visited by the teenagers or young generations. This is due to the increasing changes in the market for food trucks that will generate competition among other business competitions that will create new strategies for their company, particularly in marketing, to attract more customers, especially teenagers or university students. The main objective of this study are: a) to examine the marketing mix influence on food truck acceptance among university student, b) to identify factors that influence and to investigate university students' acceptance on food truck and c) to determine the prominent marketing mix that influence university students' acceptance on the food truck. Descriptive study using quantitative method was conducted by using online survey. Convenient sampling has been chosen and 360 samples consisting of Diploma and Bachelor Degree of UiTM Dungun students are involved in this study. The result of this study shows that the marketing mix strategy (4Ps) that are product, price, promotion, and place have their own effect on the acceptance of university students on the food truck. However, from the results, the product of food trucks is being the prominent factor that influence university students' acceptance on food truck. Therefore, food truck vendors are essential to know their products more so that it is easy for them to attract more customers to visit and consume the products at food truck. Based on the findings, it is hoped that this study will further enhance the knowledge of marketing mix for the food truck vendors.

Keywords: *Food truck, Marketing Mix, Price, Product, Promotion, Place, University Student, Foodservice Industry*

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